

FIG. 1A

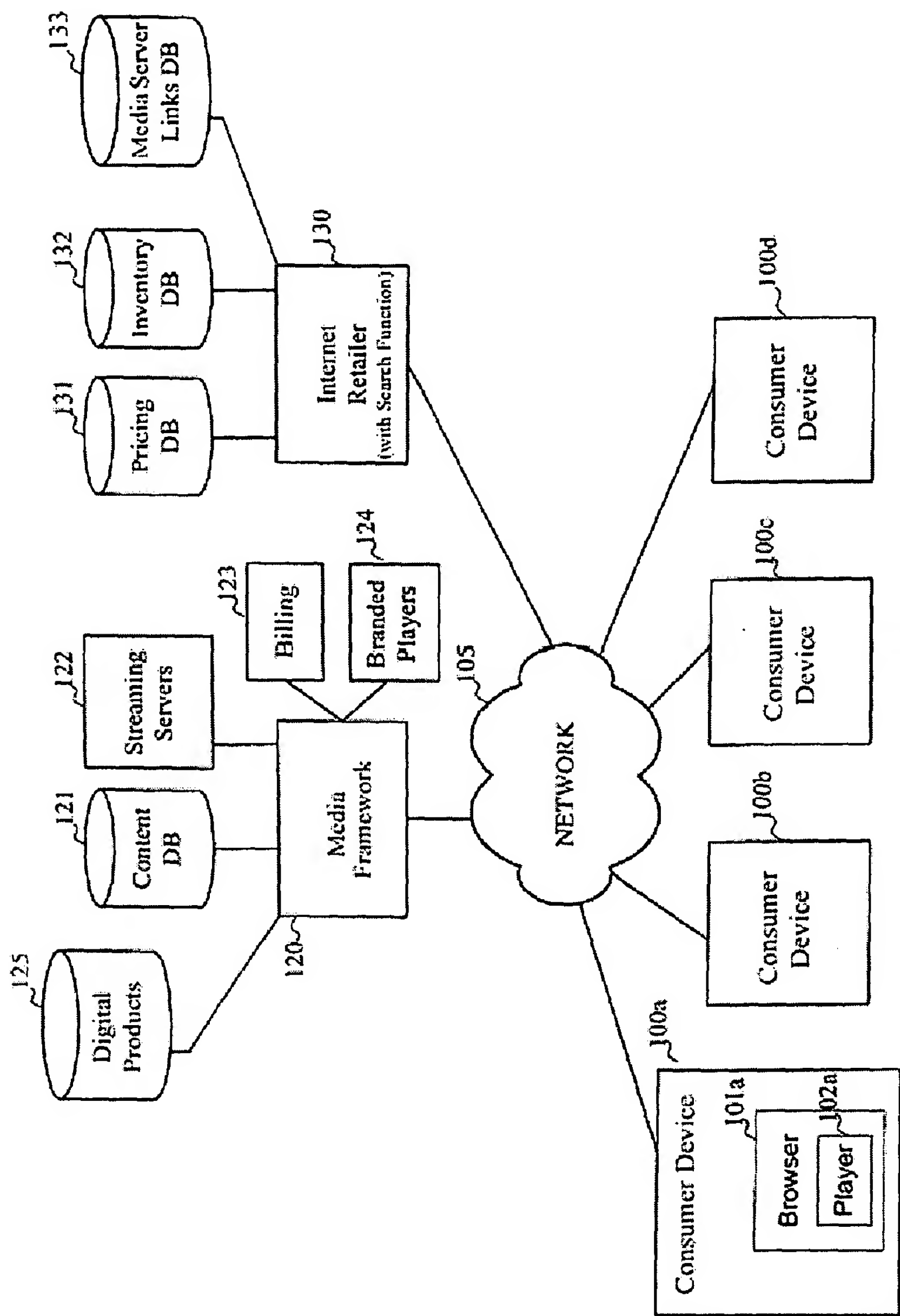


FIG. 1B

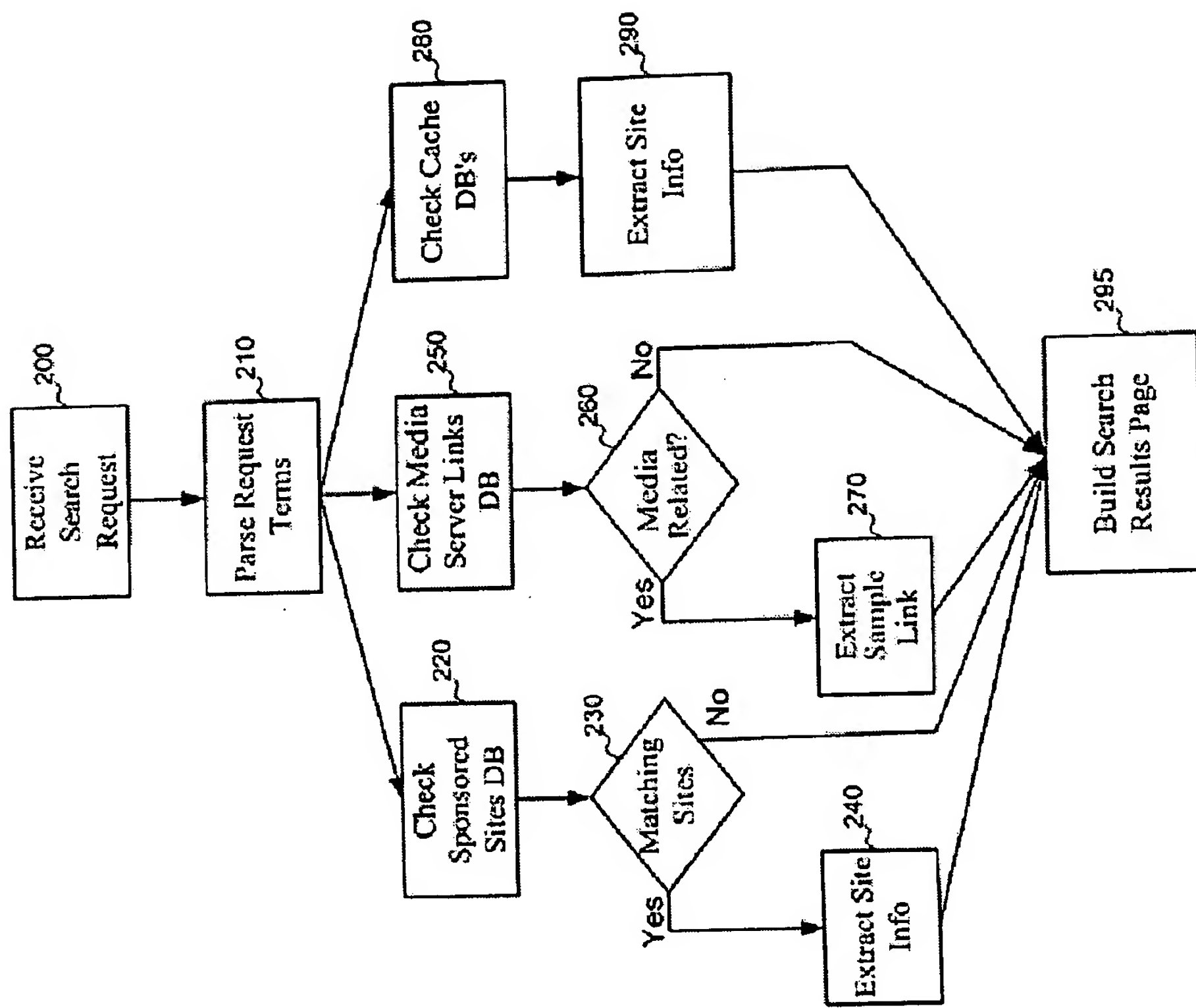


FIGURE 2A

| | |
|-----------------|--------------------------------|
| Search Request: | The Beatles |
| Album Cover | Listen to Clip |
| | Buy Album |

– SPONSORED SITES –

[LondonTravel.com](#) – see the original touring spots where the Beatles originally played ...

[Beatlemania.com](#) – one stop shopping for guitars of the types used by the Beatles ...

[www.gossip.com](#) – Ringo Starr releases a new song ...

[www.lennonfans.com](#) -- unofficial site for serious John Lennon fans ...

[www.yellowsubmarine.com](#) -- unofficial site for the Beatles ...

[www.starledger/6-04/updia.com](#) – ... Joseph plays harmonica ... I sound like the Beatles ... synthesizer, drums, saxophone ...

Search results 1-4, [NEXT](#)

FIGURE 2B

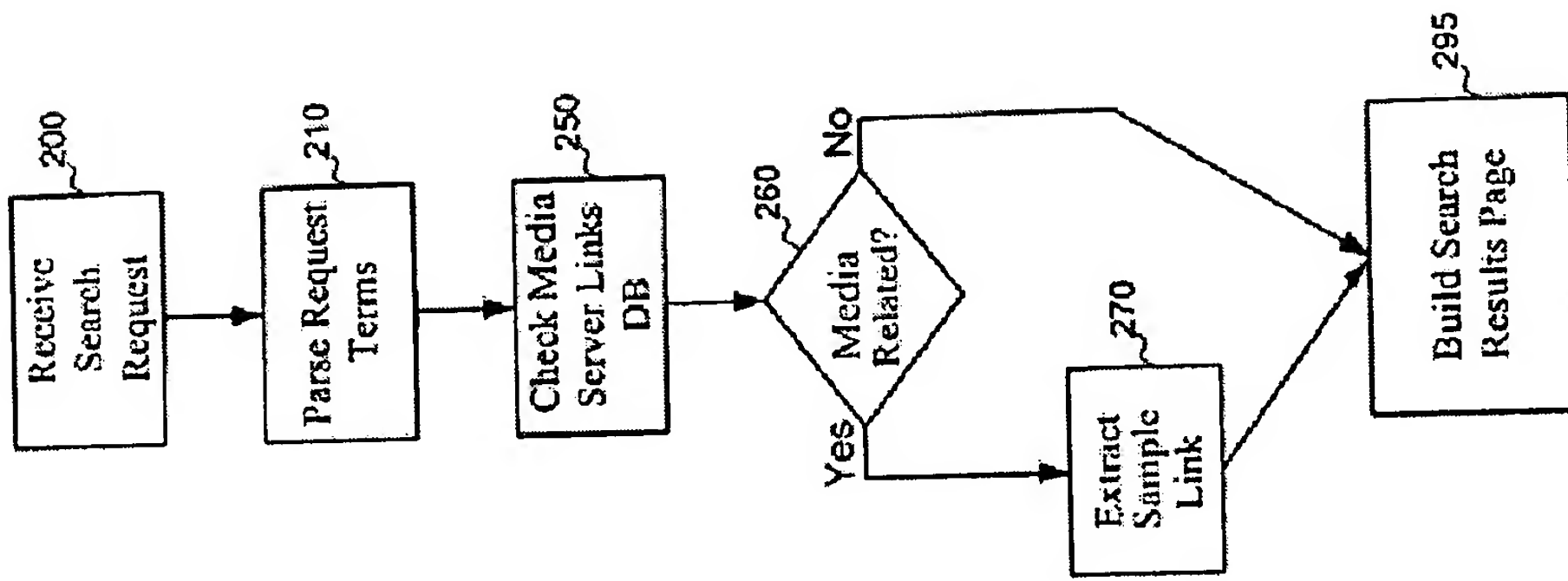

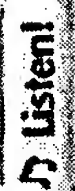




FIGURE 3A

FIG. 3B

SEARCH RESULTS FOR: Mandy More

1.  Mandy More
Mandy More {Audio CD}
Release Date: June 19, 2001
 PRICE: \$12.99

2.  I Wanna Be With You
Mandy More {Audio CD}
Release Date: May 9, 2000
 PRICE: \$12.99



3.  Now That's What I Call Music 4
Backstreet Boys, et al {Audio CD}
Release Date: July 18, 2000
 PRICE: \$12.99

FIG. 4

| <i>Keyword</i> | <i>Media Type</i> | <i>Sample Location</i> | <i>Priority</i> | <i>Conversion</i> | <i>Popularity</i> |
|----------------|-------------------|------------------------|-----------------|-------------------|-------------------|
| "Tina Turner" | Audio Set | media.le.com/12793... | 1 | 10 | 79635 |
| "Tina Turner" | Video Trailer | Media.le.com/16892... | 3 | 20 | 665 |

| <i>Sample Location</i> | <i>UPC</i> | <i>Product_Type</i> |
|------------------------|-------------|---------------------|
| media.le.com/12793... | 75678344121 | Physical CD |
| media.le.com/12793... | 75678020215 | Digital Song |
| media.le.com/16892... | 75678235615 | DVD |

FIG. 5

